

PLANNING COMMISSION RESOLUTION NO. PC 2008-4

**A RESOLUTION OF THE PLANNING COMMISSION OF THE
CITY OF HOLLISTER RECOMMENDING THAT THE CITY COUNCIL
OF THE CITY OF HOLLISTER APPROVE AN AMENDMENT TO THE SIGN
REGULATIONS AND STANDARDS IN THE CITY OF HOLLISTER MUNICIPAL CODE**

WHEREAS, the City of Hollister has initiated revisions to the sign regulations to implement the City's community design and safety standards as set forth in the 2005-2023 General Plan; and

WHEREAS, the regulations have been developed to maintain and improve pedestrian and vehicular traffic safety by balancing the need for signs which facilitate the safe and smooth flow of traffic and pedestrian traffic (i.e. traffic directional signs) without an excess of signage or placement of signage that obstructs traffic signs or accessibility for pedestrians as required by Land Use and Community Design Element Policy 4.8; and

WHEREAS, the regulations have been established to generally limit commercial signage to on-site locations in order to protect the aesthetic environment from the visual clutter associated with the unrestricted proliferation of signs, while providing channels of communication to the public and minimizing the possible adverse effects of signs on nearby public and private property; and

WHEREAS, regulation have been established to provide for gateway signs at entrances to Hollister to implement Land Use and Community Design Element Policy 1.6; and

WHEREAS, regulations have been developed to ensure that building signs fit within the scale and character of buildings to implement Land use and Community Design Element Policy 1.7; and

WHEREAS, regulations have been included to assure that signs will be an appropriate scale and orientation for both pedestrians and motorists to implement Land Use and Community Design Element policy 4.6; and

WHEREAS, the City of Hollister Planning Commission has reviewed draft changes to the sign regulations at several meetings since 2005; and

WHEREAS, the Planning Commission held a duly noticed public hearing on February 28, 2008, to consider a draft sign ordinance; and

WHEREAS, after closing the public hearing the Planning Commission deliberated and determined to recommend to the City Council of the City of Hollister the adoption of the draft ordinance; and

WHEREAS, an Environmental Impact Report was certified for the adoption of the City of Hollister General Plan in December 2005; and

WHEREAS, the revisions to the sign regulations and standards will not require an amendment or supplement to the Environmental Impact Report for the City of Hollister General Plan 2005-2023 because the draft ordinance will establish regulations to implement General Plan Land Use and Community Design Element goals LU1, LU4, LU11, and Policies LU1.6, LU 1.7, LU 1.8, LU 1.9, LU 4.6 and LU4.8; and

NOW, THEREFORE IT IS RESOLVED, that the Planning Commission of the City of Hollister recommends that the City Council of the City of Hollister approve the changes to the sign regulations included in the draft sign ordinance as Attachment A of this resolution in order to implement community design and safety standards as set forth in the 2005-2023 General Plan.

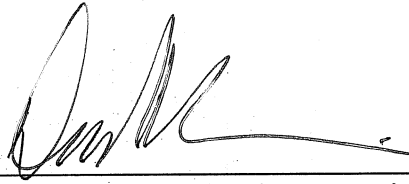
CEQA FINDINGS:

1. An Environmental Impact Report was certified for the adoption of the City of Hollister General Plan in December 2005 as required by law and said hearing was conducted pursuant to Sections 15087 through and 15093 of State CEQA Guidelines and the City CEQA process.
2. The regulations and standards in the draft ordinance will not require an amendment or supplement to the Environmental Impact Report for the City of Hollister General Plan 2005-2023 because they implement the City's community design and safety standards as set forth in the 2005-2023 General Plan in particular the regulations implement General Plan Land Use and Community Design Element goals LU1, LU4, LU11, and Policies LU1.6, LU 1.7, LU 1.8, LU 1.9, LU 4.6 and LU4.8.
3. The adoption of the regulations and standards in the draft ordinance will not result in new significant impacts that were not known when the document was adopted.
4. The Final Environmental Impact Report was completed in compliance with the intent and requirements of CEQA, the State CEQA Guidelines, and the City CEQA process.

Evidence:

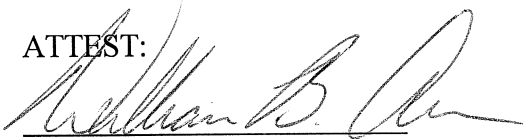
PASSED AND ADOPTED at a regular meeting of the Planning Commission of the City of Hollister on the 28th day of February 2008 by the following vote:

| | |
|----------|-----------------------|
| AYES: | Alvarez, Huboi, Scott |
| NOES: | None |
| ABSENT: | Friend, Paura |
| ABSTAIN: | None |



Chairman of the Planning Commission
of the City of Hollister

ATTEST:



William B. Avera, Secretary

EXHIBIT A

SIGNS

Purpose

The purpose of this chapter is to establish uniform sign regulations that are intended to:

(a) Implement the City's community design and safety standards as set forth in the General Plan;

(b) Maintain and enhance the city's appearance by regulating the design, character, location, number, type, quality of materials, size, illumination and maintenance of signs;

(c) Protect and improve pedestrian and vehicular traffic safety by balancing the need for signs which facilitate the safe and smooth flow of traffic (i.e. traffic directional signs) without an excess of signage which may distract motorists, overload their capacity to quickly receive information, visually obstruct traffic signs or otherwise create congestion and safety hazards;

(d) Eliminate the traffic hazards to pedestrians and motorists posed by off-site signs bearing commercial messages;

(e) Generally limit commercial signage to on-site locations in order to protect the aesthetic environment from the visual clutter associated with the unrestricted proliferation of signs, while providing channels of communication to the public;

(f) Allow the communication of information for commercial and noncommercial purposes without regulating the content of noncommercial messages;

(g) Allow the expression of political, religious and other noncommercial speech at all times and allow for an increase in the quantity of such speech in the period preceding elections;

(h) Respect and protect the right of free speech by sign display, while reasonably regulating the structural, locational, and other non-communicative aspects of signs, generally for the public health, safety, welfare and specifically to serve the public interests in traffic and pedestrian safety and community aesthetics;

(i) Minimize the possible adverse effects of signs on nearby public and private property;

(j) Serve the city's interests in maintaining and enhancing its visual appeal for tourists and other visitors, by preventing the degradation of visual quality which can result from excess signage;

(k) Defend the peace and tranquility of residential zones and neighborhoods by prohibiting commercial signs on private residences, while allowing residents the opportunity, within reasonable limits, to express political, religious and other noncommercial messages from their homes; and

(l) Enable the fair, consistent and efficient enforcement of the sign regulations of the City.

Definitions

Except where the context otherwise requires, the definitions set forth herein shall govern the construction of the provisions of this Chapter.

A-frame Sign – see Sandwich Board Sign

Abandoned Sign means a sign located on a parcel of land or on a structure either of which is vacant or unused for a period of ninety (90) days or more, or a sign pertaining to a past occupant or establishment different from the present occupant or establishment on the premises.

Aggregate sign area means the total area of sign for all signs located on or in one parcel, one commercial center, or one building.

Alteration of a sign means any change in the supporting structure or in the sign other than a change in the message.

Animated Sign means any sign which is designed to give a message through a sequence of progressive changes of parts or lights or degree of lighting.

Area of sign means the sign face of a sign as measured in accordance with section _____ *Sign Standards*.

Art means any work or visual creation including but not limited to a sculpture, monument, mural, fresco, relief, painting, drawing, decoration, inscription, statue, fountain, banner, mosaic, works of calligraphy, photography or graphic art, crafts (including crafts in ceramic, clay, textile, fiber, wood, metal, plastic, glass and like materials), or mixed media (including a collage, assemblage, or any combination of the above-referenced art media), that is installed on private property and visible to the public right of way, that does not identify or advertise a product, service, or business. Art does not demonstrate any relationship to the business. Art normally does not include landscaping, paving, or architectural ornamentation. Art shall not contain obscene subject matter as defined in Penal Code section 311.

Awning means a roof-like structure, attached to and supported entirely by the exterior wall of a building, often made of canvas or similar material that serves as a shelter over a storefront, window, door, or deck.

Awning Sign means a sign printed or painted on or attached flat or otherwise incorporated onto the valence of an awning.

Banner means a visual display device, with or without copy, usually rectangular in shape, made of flexible material, usually cloth, paper, or plastic.

Base of Sign means the material used exclusively for the structural support of a sign.

Billboard means any permanent sign structure used for the display of messages promoting or advertising a business, individual, product, service, or entertainment which is sold, produced, manufactured, or furnished at a place other than on the property on which the sign is located.

Building Sign means a sign mounted, painted, or otherwise attached to a building such as wall signs, projecting/blade signs, hanging signs, awning and canopy signs, multi-story tenant identification signs, marquee signs, and window signs but excluding freestanding signs.

Cabinet Sign—See Can-type Sign.

Canopy means a permanent projecting roof-like structure other than an awning with or without ground supports extending from part or all of a building face that serves as a shelter over a storefront, window, door, or deck.

Canopy Sign means a sign painted or printed on or attached flat or otherwise incorporated onto a canopy but does not include hanging signs that are suspended from or below a canopy.

Can-type Sign means a sign affixed to or an integral part of a cabinet which is designed as a single unit.

Channel Letters means individual letters or figures, illuminated or non-illuminated, affixed to a building or freestanding sign structure.

City means the City of Hollister, California.

Civic Sign means any sign that identifies or states the location of, describes the services available or performed upon, describes the function of, describes the activities conducted upon, or states the conditions or use of, premises or facilities used, maintained, or owned by any governmental entity.

Commercial Signage or **Commercial Message** means any sign or sign copy with wording, logo, color or other representation that, directly or indirectly, names, advertises, or calls attention to a business, product, service, or other commercial activity, or which proposes a transaction, in or relates primarily to commercial interests.

Construction Sign means a temporary sign identifying the persons, firms, or businesses directly connected with a construction, remodeling, or development project.

Directional Sign means a sign that provides information or direction to the viewer and contains no advertising message excluding menu and pre-menu boards.

Director means the Development Services Director of the City or his or her designee.

Erection of a Sign means the construction, placement, relocation, enlargement, alteration, posting, or display of a sign.

Face Change means a change in color, material, copy, graphics, or visual image that requires the installation of a new or modified sign face, but which does not involve any change to an existing sign structure or mounting device.

Fascia means a flat, usually horizontal, member of a building having the form of a flat band or broad fillet used as a molding covering the joint between the top of a wall and the projecting eaves.

Fin Sign means a two-sided projecting sign intended to be viewed from the side.

Flag means a banner that is the emblem of a governmental entity.

Flashing Sign means an illuminated sign containing an intermittent or sequential flashing light source or any other such means to attract attention.

Flat-mounted Sign means an attached sign mounted flush against or parallel to the surface of a building façade, typically consisting of signage on a background board, signage enclosed within a cabinet or box, or individual letters. Symbols, displays, devices, or graphics painted directly onto a building surface are also included. Plaques are flat-mounted signs which are typically one-piece construction made out of material such as bronze, terra cotta, or stone.

Freestanding Sign means a sign not attached to a building but permanently erected upon or standing in the ground and usually supported from the ground by one or more poles, columns, uprights, braces, or cement anchors, including pole signs and monument signs but not portable signs.

Front Wall means that wall of a structure which contains the entrance or entrances to the premises. If there are principal entrances in more than one wall, the longest of the walls in which principal entrances are located shall be the primary building face. Front wall includes not only the wall itself but all doors, windows, and other openings and projections.

Gateway Sign means a freestanding sign placed by a federal, state, or local government adjacent to a regional highway to advertise off-site goods, businesses, or services.

Grade means the top of the curb closest to a sign or, if there is no curb, the centerline of the street closest to the sign.

Ground Sign- See Freestanding Sign.

Hanging Sign means a sign that is suspended from or below a canopy or marquee.

Identification Sign means a sign whose function is to provide information so viewers may identify the premises and the occupants or tenants thereof.

Illegal Sign means any sign not in strict conformity with this Chapter and not a legal nonconforming sign.

Illuminated Sign means a sign that uses an artificial light source to enhance or increase visibility.

Indirect Illumination means a light cast on the surface of a sign from an exterior source.

Internal Lighting means the illumination of a sign by a light source that is fully incorporated into the sign itself.

Light Source means a device when activated electronically or otherwise emits light, including but not limited to, incandescent filament bulb, electric discharge bulb, neon tube, and fluorescent tube.

Logo means a trademark, copyright, brand name, or symbol of an organization or business designed for ready recognition by the public.

Marquee- See Canopy.

Marquee Sign means a changeable copy sign located on or affixed to a canopy for a theater or cinema.

Master Sign Plan or Program means a sign plan that identifies the placement, construction, size, materials, colors, method of lighting, and other related requirements for those signs that are subject to the plan.

Mechanical Movement Sign means a sign having parts which physically move, rather than merely appear to move as found in an animated sign, but shall not include wind-activated movement such as occurs with flags or banners.

Menu Board Sign means a changeable copy sign displayed in conjunction with a drive-through or drive-in business, which advertises the goods, products, or services offered for sale, and which is provided as a convenience for on-site customers using the drive-through or the drive-in.

Message Surface means the surface on a sign from which the message of the sign is visually communicated.

Monument Sign means a freestanding sign not erected on one or more poles or similar supports but erected to rest on the ground or to rest on a monument base designed as an architectural unit with the sign.

Multi-faced Sign means a sign with three or more sign faces.

Mural means art that is a noncommercial painted or mosaic tile-style exhibit which covers all or a major portion of one wall or one building façade and which contains no commercial message.

Noncommercial Message Sign means any sign which is intended to convey a noncommercial message including by way of example and not limitation, commentary on social, political, educational, scientific, artistic, philosophical, or charitable subjects, including signs regarding fundraising or membership drive activities for noncommercial or nonprofit concerns.

Nonconforming Sign means a sign that was legal when built but which does not conform to current requirements.

Occupancy Frontage means the lineal length of a building wall, excluding building eaves, awnings/canopies, or roof overhangs, that faces a public or private street or an alley. For buildings that do not face a public or private street or an alley or which have multiple non-residential tenant occupancies, such as shop buildings, that exterior portion of the building wall that faces a pedestrian plaza, walkway, drive aisle, or parking area and which provides the primary public pedestrian entrance to the tenant shall be considered the occupancy frontage.

Off-Site Sign means any sign that advertises goods, products, services, or facilities not sold, produced, manufactured, or furnished on the premises on which the sign is located. These signs are also known as outdoor advertising, off-site subdivision directional, or advertising signs, off-site open house signs, and billboards. Off-site signs does not include signage permitted by a Master Sign Program for a commercial or industrial center as defined by Chapter 17 of this Code.

On-Site Sign means any sign that advertises goods, products, services, or facilities sold, produced, manufactured, or furnished on the premises on which the sign is located.

Open House Sign means a sign that identifies a building which is available to be inspected by the public for sale or lease at the time that the sign is displayed.

Pedestrian Sign means a sign hanging on a building that is not larger than three (3) square feet and is visible to pedestrian circulation on adjacent sidewalks.

Pennant- See Banner

Planning Commission means the Planning Commission of the City of Hollister.

Plaque Sign means a sign attached to a building that designates the name or address of a business or the words *entrance* or *exit*.

Pole Sign- See Freestanding Sign.

Portable Sign means any movable sign not permanently attached to the ground or a building including (i) a sign which is worn by or attached to a human or an animal and (ii) sandwich board signs.

Projecting/Blade Sign means a sign that is attached to and projects from the structure or building face and is not parallel to the structure to which it is attached. Projecting signs usually have two message surfaces and include fin signs and vertical projecting signs.

Public Property means any property owned or controlled by a public entity including but not limited to:

- A. Recreational areas such as public parks, playgrounds, and gardens;
- B. Public buildings such as libraries, fire stations, auditoriums, theaters, and City Hall; and
- C. Public rights of way and structures on public rights of way, including but not limited to lampposts, utility poles, utility wires, street signs, traffic signs, benches, hydrants, fountains, trees, bushes, public bridges, sidewalks, park strips, and curbstones.

Public Right of Way means a public street, alley, or other public outdoor area such as a plaza or a park.

Public Service Information Sign means any sign placed by a federal, state, or local government or governmental agency intended primarily to promote items of general interest to the community such as time, temperature, date, atmospheric conditions, news, or traffic control.

Reader Board Sign means a sign that is designed so that message elements on sign copy may be readily changed through the use of individual letters or characters, separate panels, or electrical messages.

Real Estate Sign means any temporary sign relating to the sale, exchange, lease, or rental of land or buildings.

Reconstruction of a Sign means the rebuilding or making over of the sign or supporting structure from the remaining parts.

Relocation of a Sign means the movement of the sign to a new or changed location and includes without limitation any movement of the sign to a new location on the same structure, on the same parcel, or elsewhere. Any movement of a sign, no matter how slight, constitutes relocation.

Roof Sign means a sign which projects above the cornice or parapet of a building, or is located above the lowest point of a sloped roof, or is attached to a structure located on a roof.

Rotating Sign means a sign or portion thereof that physically revolves around an axis.

Safety Codes means those building and safety codes and regulations which are adopted by the City and are intended to protect the public health and safety, including but not limited to, building, electrical, plumbing, grading, demolition, and drainage, to name a few.

Sandwich Board Sign means an outdoor double-sided temporary sign type, generally in the shape of an isosceles triangle, with the angle at the apex being less than sixty (60) degrees.

Shop Building means a building, typically located in a shopping center, that has two or more separate and clearly distinct tenant spaces or occupancies that share common parking, landscaping, and other exterior amenities. A defining characteristic of this type of building is that each space or occupancy has its own public entrance that opens directly to the outside of the building rather than into an interior common area or hall but excludes buildings with multiple tenants in the same space or suite, enclosed shopping malls, and indoor swap meets.

Sign or Signage means a visual communications device, including any structure, display, device, balloon, or graphic, used to convey a message to its viewers, including every advertising message, announcement, declaration, insignia, color, surface, or space erected or maintained in view of the observer for identification, advertisement, or promotion of the interests of any person, entity, product, or service. A sign does not include a mural.

Sign Copy means any words, letters, numbers, figures, designs, graphics, colors (including background colors), or other symbolic representation incorporated into a sign for the purpose of attracting attention.

Sign Face means the portion of a sign that is used for displaying sign copy, together with any frame, color, panel, ornamental molding, or condition which forms an integral part of the sign copy and which is used to differentiate the sign copy from any wall or background against which it may be placed. Those portions of the supports, uprights, or base of a sign that do not function as a sign shall not be considered as part of a sign face.

Street Frontage means the property line of a parcel abutting the public right of way to which that parcel has a legal right of access.

Subdivision Directional Sign means a temporary sign providing direction to a land development project that is located within the city limits of Hollister.

Supporting Structure means the supports, uprights, braces, or framework on which any freestanding sign is mounted and any guys or anchors used to attach the sign.

Temporary Sign means a sign that is erected for a limited time period.

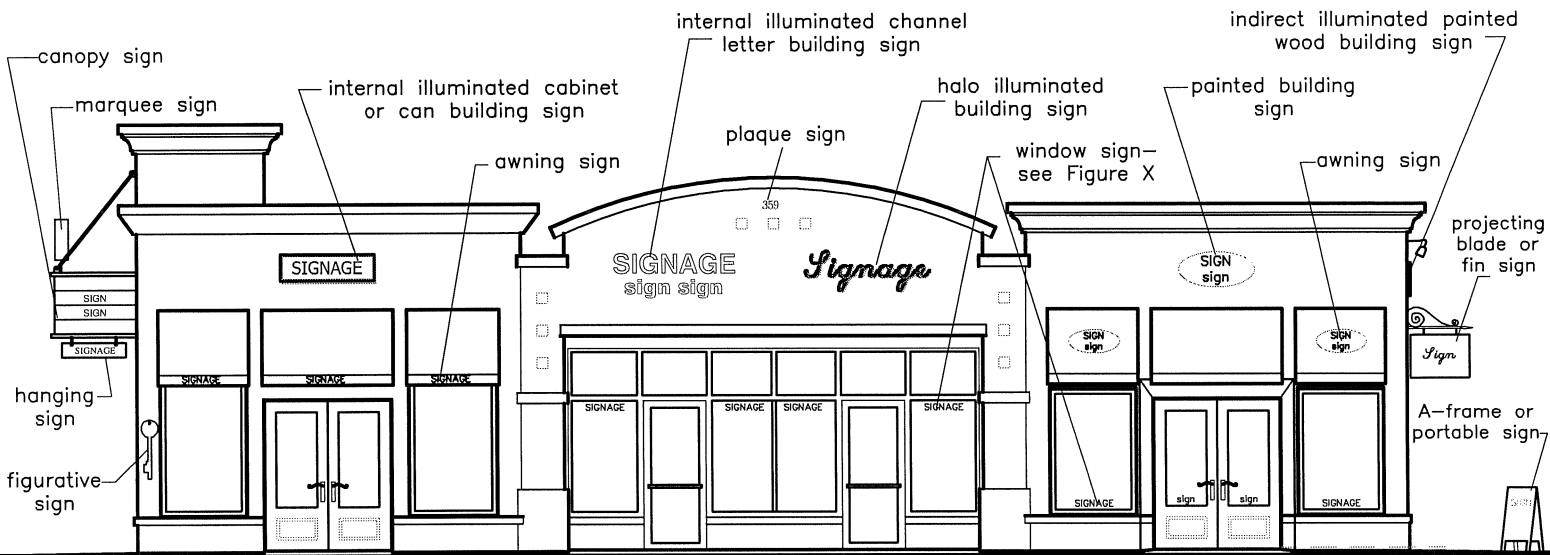
Unimproved Parcel means (i) a parcel without any permanent structures or other permanent improvements or (ii) a portion of a parcel which is at least one (1) acre in size without any permanent structures or other permanent improvements.

Vertical Banner means a banner hung or projecting from a banner pole in the public right of way designated for such use by the City.

Vertical Projecting Sign means a projecting sign located vertically along several floors on the façade of a building and which may be comprised of one continuous vertical sign or several signs that are aligned vertically, but not including vertical projections of marquees.

Wall Sign means any sign posted, painted, or suspended from or otherwise affixed to the wall or fascia of any building or structure in an essentially flat position, or with the exposed face of the sign in a plan approximately parallel to the plane of such a wall.

Window Sign means a sign applied directly onto a window or internal to a window within twelve (12) inches of the window and visible from the public right of way, including the application of words and logos onto window glass, the use of hanging signs and paper signs, and displays of merchandise in windows.



Building, Awning and Window Signs

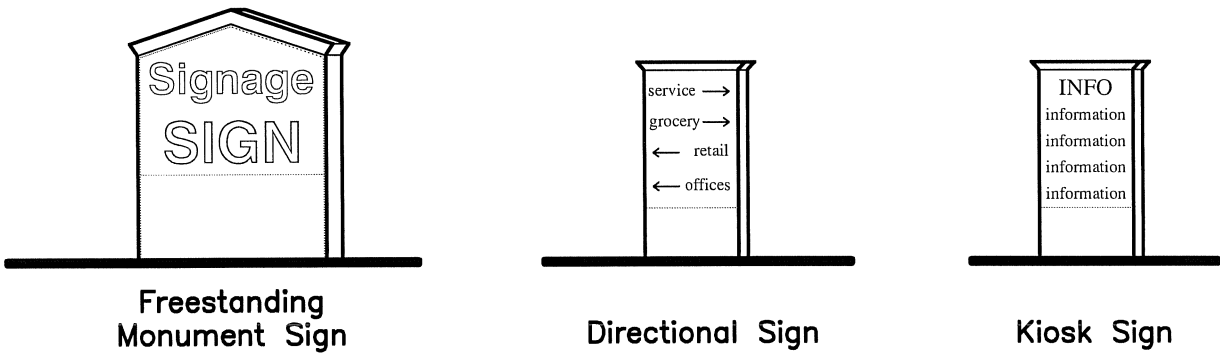


FIGURE ____ SIGN TYPES

Applicability

Signs shall only be erected or maintained in any zoning district in compliance with this Chapter. The sign regulations outlined in this Chapter are intended to be maximum standards. The sign design standards are intended to ensure the architectural and visual compatibility of signs. Therefore, the review and approval of sign permits, including any Master Sign Plan, shall comply with the sign regulations and design standards of this Chapter.

General Provisions

Owner's Consent Required – The consent of the property owner is required before any sign may be displayed on any real or personal property within the city. In the case of public property, the owner's consent shall be pursuant to a policy adopted by the City Council.

Substitution of Noncommercial Message – Subject to the owner's consent, a noncommercial message of any type may be substituted for all or part of the commercial or noncommercial message on any sign allowed under this Chapter.

Substitution of Commercial Message – No additional sign permit shall be required for a permitted sign for any of the following: (1) replacement of sign copy on a commercial sign due to age, wear, or other aesthetic or safety reasons; (2) replacing the sign copy panel of an existing can-type sign with sign copy panel of the same size which requires no other modifications in the location, height, or size of the sign cabinet or support structure; (3) structural, attachment, or electrical modifications of a sign. This substitution provision does not allow the free substitution of a commercial message in a place where only a noncommercial message is allowed.

Legal Nature of Sign Rights and Duties – All rights, duties, and responsibilities related to permanent signs attach to, and run with, the land on which the sign is mounted, affixed, or displayed. The City may demand compliance with this Chapter and with the terms of any sign permit from the permit holder, the owner of the sign, the property owner, or the person mounting the sign.

Transfer of Signage Rights – Rights and duties relating to permanent signs may not be transferred between different parcels of real property except as part of a Master Sign Plan approved for a shopping center or multi-parcel development. All duly issued and valid sign permits for permanent signs affixed to land shall automatically transfer with the right to possession of the real property on which the sign is located.

Sign Permits and Master Sign Plan Required

Sign Permit- No sign, unless otherwise exempt by this Chapter, shall be erected, constructed, displayed, or structurally altered unless a sign permit, or other applicable permit as required by this Chapter, is approved by the City in accordance with the following:

1. Application Filing- Sign permit applications, including temporary permits, shall be filed on the forms provided by Development Services Department and shall include all information described in the City's sign permit application instructions and other applicable application requirements as required by this Chapter, and the required filing fee.

2. Review and Decision- A sign permit shall be approved or disapproved by the City Planner in compliance with section _____ herein. The following additional conditions for review may apply:

a. The sign permit or temporary sign permit shall contain any conditions on which approval was granted.

b. The City Planner may require submittal of a Master Sign Plan in accordance with section _____ prior to approval of a sign permit.

c. The City Planning Commission may allow exceptions to these sign regulations as part of a Master Sign Plan, or where such exceptions would allow signs that would be better integrated with the architecture or historic character of the existing or proposed building, the project site, or the surrounding neighborhood.

d. For non-exempt, temporary signs complying with the sign area and sign standards of this chapters, the City Planner may issue a temporary sign permit for up to thirty (30) days, if it is found that the temporary sign is necessary to establish or maintain identity until a permanent sign can be erected. The City Planner may approve a temporary sign necessary to avoid a dangerous condition, and may approve temporary signs pertaining to a use permitted by a Temporary Use of Land Permit.

e. No permit for any sign shall be issued by any department, official, or public employee of the City without meeting the requirements of this Chapter, and any permit issued that does not comply with the requirements of this Chapter shall be null and void. It shall be the duty of the City Planner to enforce the provisions of this Chapter pertaining to the use of any property for a sign.

Master Sign Plan- A Master Sign Plan shall be required for any site having two or more nonresidential tenants and shall be submitted and approved by the City Planning Commission prior to the issuance of any sign permit. Applications for a Master Sign Plan shall be submitted to the Development Services Department and shall include the following:

a. A site plan drawn to scale, delineating the site proposed to be included within the signing program, the lineal street frontage of the site, the lineal occupancy frontage of all buildings, and the locations of all existing and proposed signs;

b. Drawings indicating the exterior surface details (elevations) of all buildings on the site on which wall signs, directory signs, or projecting signs are proposed, including any existing signs to be retained;

c. Drawings indicating typical sign design, height, colors, faces, and methods of construction, including method of attachment for wall signs, for all proposed signs;

d. A statement of the reasons for any requested modifications to the regulations or standards of this section;

e. A summary indicating the maximum total sign area allowed for the site, the sign area of all existing signs and the allocation of the sign area by sign type, such as freestanding, wall, multi-tenant, directional, and location in the development; and

f. The plan shall have provisions for sign maintenance and removal, replacement of non-conforming signs and other items as determined by City Development Services Department.

A Master Sign Plan may include deviations from the standards of this section, provided that the total sign area shall not exceed the area otherwise permitted for on site sign regulations for both building and freestanding signs. In approving a Master Sign Plan, the Planning Commission shall determine that such Master Sign Plan:

- a. Would be consistent with the style and character of existing signs on the site;
- b. Would be compatible with the character of signs on adjacent properties;
- c. Would not detract or adversely impact the use and enjoyment of adjacent properties;
- d. Would not have an adverse impact on the safe and efficient movement of vehicular or pedestrian traffic.

The Planning Commission may require any reasonable conditions necessary to carry out the intent of the Master Sign Plan requirements.

An alternate means of compliance with this section may be approved by the City Planning Commission.

Master Sign Plans may be part of a Site Plan Review, a Conditional Use Permit, or a Planned Use Development. If such other application requires the approval of the Planning Commission or the City Council, that approval authority may approve the Master Sign Plan.

The applicant may appeal a decision of the City Planner to the Planning Commission and a decision of the Planning Commission to the City Council in accordance with the requirements for Appeals contained in this Chapter.

Findings for Approval- A sign permit, temporary sign permit, or Master Sign Plan application may be approved, in whole or in part, with or without conditions, only if the following findings are met:

1. The proposed sign is permitted within the zoning district and complies with all applicable provisions of this chapter, and any other applicable standards;

2. The sign is in proper proportion to the structure on site on which it is located and as an identification device does not excessively compete for the public's attention;

3. The sign's materials, color, texture, size, shape, height, and placement are compatible with the design of the structure, property, and neighborhood of which it is a part;

4. The sign's illumination is at the lowest reasonable level as determined by the City Planner while ensuring adequate identification and readability, and is directed solely at the sign or is internal to it.

5. The sign is not detrimental to the public interest, health, safety, or welfare;

6. The sign is in compliance with this chapter's Sign Standards.

Exempt Signs

A sign permit shall not be required for exempt signs. Such signs shall be exempt from the regulations and design standards of this chapter except for those regulations related to prohibited sign locations herein. Exempt signs include:

a. Traffic, danger, emergency, or other signs required under the police power of the city or federal, state, or other local government, and any sign or notice, authorized or permitted, expressly or impliedly, by any governmental agency on any street, alley, other public way, or public property.

b. Official notices of any court, public body, utility, or public or quasi-public agent or officer or any person giving legal notice as required by law.

c. Any signage required by State or Federal law or local ordinance to be affixed to a vehicle.

d. Street address numbers.

e. Monumental citations, commemorative tablets, and the like made an integral part of the structure, and not exceeding twenty (20) square feet in sign area.

f. Temporary on-site barricades and other signs within commercial and industrial districts that inform the public of potential hazards resulting from the construction or remodeling activities occurring on the same site as the temporary barricades are located. These signs must be removed at the time of the completion of the construction or remodeling activities.

g. One temporary construction sign with a maximum sign area of sixty-four (64) square feet per street frontage and not exceeding a maximum of eight (8) feet in height located on a construction site during the course of construction and which is removed prior to final occupancy of the building.

h. One temporary on-site real estate sign per street frontage that advertises the sale, lease, or rental of a structure or land, consistent with Table _____. If freestanding, the sign shall not exceed six (6) feet in height. The sign shall be removed within fifteen (15) days following the sale, lease, or rental of the property.

i. One temporary on-site open house sign, not exceeding six (6) square feet in area. If freestanding, the sign shall not exceed four (4) feet in height. An open house sign may be erected only on the day on which the property is available for public showing. Portable signs are permitted for use as open house signs.

j. Eight (8) temporary off-site directional open house signs per residential parcel in a residential or mixed use zoning district being offered for sale which shall be no larger than four (4) square feet of sign area per sign side with no more than two sides per sign; shall be no more than three feet high measured from the grade of the sidewalk or adjacent ground level; and shall have a maximum length of any part of the sign of three feet. Such signs may be located on private property or in the public right of way as specified herein. Such off-site real estate signs may be erected only on the days on which the property is available for public showing. The signs shall not be located on the street or on street medians; shall not be illuminated; shall not be located on private property without the oral or written consent of the owner or other person entitled to possession of said property; shall maintain at least thirty-six (36) inches of clear and continuous width along a sidewalk or pathway plus any other area needed for disabled accessibility, and shall not restrict in any way the safe vision of any vehicular or pedestrian traffic or obstruct any directional or safety sign or other sign permitted by the City. Signs in the public right of way shall be removed by sunset.

k. On-site parking and other directional signs, not exceeding one (1) double-faced sign per entrance and not exceeding six (6) square feet in total sign area and four (4) feet in height or ten (10) square feet if more than one hundred (100) feet from a public way. If the sign is not readable from a public or private street, there shall be no limitation on the number of directional signs within a site. Directional signage may not include advertising material.

l. One (1) on-site official state inspection sign constructed of a permanent material for each type of inspection service offered on-site, located flat against the wall of a building and not exceeding four (4) square feet in area.

m. Signs manufactured as a standard, integral part of a mass-produced product accessory to a commercial or public or semipublic use, including telephone booths, vending machines, automated teller machines, and gasoline pumps.

n. Credit card, trading stamp, or trade association signs not exceeding one-half (1/2) square foot each.

o. Flags of any governmental entity.

p. Signs located within the interior of buildings and structures, including enclosed malls, that are not visible from the outside of said building or structure.

q. Window signs not exceeding twenty-five (25) percent of the visible area of a window in the General Commercial, Downtown Commercial Mixed Use, Gateway Commercial, or Industrial district and commercial buildings or the commercial portion of a building in the West Gateway and Mixed Use Zoning District.

r. Holiday lights and displays not advertising a product or sale on-site, erected no sooner than forty-five (45) days before the holiday and removed within fourteen (14) days following the holiday.

s. Non-helium filled balloons of a non-advertising nature and not exceeding two (2) feet in any dimension, used for decorative purposes for not more than twenty (20) days during a calendar year to celebrate a special event.

t. Plaque signs not exceeding one (1) square foot in area.

u. Temporary noncommercial message signs, not exceeding thirty-two (32) square feet may be placed in any zoning district on private property. Such signs shall be removed within ten (10) days of an election except that signs posted in connection with a primary election may be maintained until ten (10) days following the final election. In the event of cancellation or postponement of an election, such signs shall be removed within ten (10) days following the official action declaring the election cancelled or postponed.

v. Murals containing no commercial message.

w. One portable on-site sandwich board sign located on private property or the public right of way in front of the business in the Hollister Downtown Commercial Mixed Use District with an encroachment permit issued by the City. The encroachment permit shall insure in an amount acceptable to the City risk manager, a hold harmless agreement, sign maintenance requirements, and a defined location for placement of the sign to ensure an open, unobstructed pedestrian path, consistent with the accessibility standards required by the Americans with Disability Act, between street furniture, utility facilities, and similar structures on the public right of way. All sandwich board signs shall be made of durable, weather and rust resistant materials sufficiently weighted to resist being blown over by the wind, and shall have a finished and professional appearance. Stabled or taped copy shall not be permitted. Sign copy shall be limited to the name or type of business or any special promotions. The sign shall have a height of no less than three (3) feet and no more than three and one-half (3 ½) feet and a maximum width of three (3) feet. Signs placed on private property shall maintain a four (4) foot unobstructed pedestrian path to the entrance or exit to the building. ,

x. Temporary signs and banners for noncommercial promotion of civic, charitable, religious, educational, or service organizations are permitted in any zoning district when the signs are erected no earlier than thirty (30) days prior to the event and removed within ten (10) days after completion of the event. Such signs shall not exceed four (4) square feet in any Residential district. Temporary banners in other zoning district shall not exceed the sign area of the permanent sign area and shall not block signs identifying adjoining establishments. Such signs promoting the same event shall be located no closer than twenty-five (25) feet from each other.

y. Two on-site, freestanding or wall menu/pre-menu board signs not exceeding a maximum of fifty (50) square feet in total sign area and a maximum of eight (8) feet in height for commercial drive-through or drive-in uses.

z. Poster frames of theaters, not over forty (40) square feet in area, when affixed to the building and not projecting over any sidewalk more than twelve (12) inches.

aa. Miscellaneous permanent information signs that indicate address, hours and days of operation, whether a business is open or closed, emergency contact information when located in non-residential zones, with an aggregate sign area not to exceed three (3) square feet at each public entrance and a maximum of ten (10) square feet for all such signs.

bb. Menu holder display case attached to the exterior of a wall of a restaurant. The size of the lettering shall not exceed one-half (1/2) inches in height and the menu holder shall be limited to the size of two (2) pages of the menu used by the restaurant. The menu holder shall not be used for additional business identification signage.

Prohibited Signs

The following signs are prohibited:

- a. Canvas signs excluding awning signs, banners, pennants, flags, streamers, balloons, or other temporary or wind signs except as otherwise provided in sections entitled Exempt Signs, On-Site Sign Regulations, and Off-Site Sign Regulations of this chapter.
- b. Mobile, A-frame and portable signs except as permitted in the Hollister Downtown Commercial Mixed Use District.
- c. Roof or canopy signs extending above a building roof, except that with approval of a Master Sign Plan a wall sign may be architecturally integrated into a sloping roof fascia or mansard roof.
- d. Signs that resemble any official marker erected by the city, state, or any governmental agency, or that by reason of position, shape, color, or illumination would conflict with the proper functioning of any traffic sign or signal or would be a hazard to pedestrian or vehicular traffic.
- e. Signs which produce odor, sound, smoke, fire, or other such emissions.
- f. Animated signs, flashing signs, moving signs, or rotating signs except as otherwise allowed in this chapter.
- g. Window signs that exceed twenty-five (25) percent of the visible window glass panel area of a window in the Airport, Airport Support, General Commercial, Commercial Office, Downtown Commercial Mixed Use, Gateway Commercial, or Industrial district and commercial buildings or commercial portion of a building in the West Gateway and Mixed Use zoning districts. Window signs are prohibited in the Residential and Home Office zoning districts.
- h. Off-site advertising signs except as provided for in the section entitled Master Sign Program.
- i. Signs advertising commercial uses, child care homes, day care homes, residential care facilities, and similar uses on sites where the principal use is a

residential dwelling unit unless otherwise allowed in this Title or in accordance with State law.

- j. Signs affixed to trees, shrubs, utility poles, traffic control devices, and the like.
- k. Signs on any floor above the first floor unless approved by the Planning Commission or pursuant to adopted Sign Standards.
- l. Abandoned signs.
- m. Multi-faced signs of more than two surface areas of signage.
- n. Billboards

Prohibited Locations

a. At Street intersections, no sign shall create a visual obstruction within a vertical space between three (3) feet above the adjacent curb and a maximum height of ten (10) feet above the adjacent curb, which area lies between the intersecting street right-of-way lines, twenty-five (25) feet from the point of their intersection, or the intersection of the prolongation of such right-of-way lines.

b. No sign shall be affixed to any vehicle or trailer on a public right-of-way or public or private property unless the vehicle or trailer is currently and regularly being used in its normal business capacity and is not for the sole purpose of attracting business.

c. The City Engineer may require additional offset or setback than identified in this section to clear site visibility when a site visibility analysis indicates the need for such additional clearance to promote public safety.

Signs in Agricultural Districts

Only signs which are exempted in *Section 37.24* or which meet the following standards will be permitted in any agricultural zoning district.

- (a) Signs may be permitted to advertise the sale of only those farm products which are grown on the site, and such signs may not exceed a total of thirty two (32) square feet of sign area, which may include only one (1) freestanding sign.

Public Facility/Institutional and Open Space Regulations

A. Public and quasi-public uses located contiguous to a residential zoning district shall be subject to the sign standards of the Commercial Office (CO) zoning district except that a church would be allowed a freestanding sign with a Master Sign Plan approval with a maximum height of 15 feet and a size of 50 square feet.

B. Public and quasi-public uses located contiguous to any nonresidential zoning district shall be subject to the regulations of the most restrictive zoning district contiguous to the use in the Public Facility/Intuitionl or Open Space district.

TABLE 1: BUILDING SIGN REQUIREMENTS BY ZONING DISTRICT

| | |
|---|---|
| Permitted Building Sign Types | Awning, Blade, Canopy, Hanging, Pedestrian, Projecting Wall, Window |
| Number of Signs Attached to a Building | <p>Home Office: 1 primary entrance and one for permitted alley access</p> <p>Commercial Office: Maximum 2 including free standing signs</p> <p>Other Districts: Maximum of 2 per business with a maximum of one projecting sign per business</p> |
| Aggregate square footage of signs on a building by district for all building signs | <p>Home Office: 4 sq. ft. primary entrance and 4. sq. ft. permitted alley access</p> <p>Commercial Office: 6 sq. ft. on a parcel less than 0.5 acre and 1.0 sq. ft. per lineal street frontage with a maximum of 20 sq. ft.</p> <p>Commercial Districts: 2 sq. ft. per lineal foot of building frontage facing a public street or maximum of 300 sq. ft.</p> <p>Mixed Use, Industrial, Airport Support and Airport Districts: : 1 sq. ft. per lineal foot of building frontage facing a public street or maximum of 200 sq. ft.</p> <p>Multi-family Residential: 20 square feet</p> |
| General Requirements for all signs attached to and/or painted on a building: | <p>Location: Parallel to front entry wall, side or alley wall.</p> <p>Brackets, Mounting and Design: Shall be architecturally compatible with the building. A sign attached to a building shall not extend above the building roofline or parapet line.</p> <p>Clearance for Projecting signs, awning/canopy signs or illuminated wall signs: Minimum 8 feet of unobstructed space from pavement surface to bottom of projecting sign. Minimum 14 feet clearance over an alley. Encroachment permit required for public alley.</p> <p>Building Permit: Required for any sign signs attached to buildings with the exception of identification plates and window signs.</p> <p>Encroachment Permit: Required for any sign projecting over a public right-of-way</p> |

TABLE 1 CONTINUED - BUILDING SIGN REQUIREMENTS BY DISTRICT

| Types of Permitted Signs Attached to a Building | Maximum Size (square feet) | Height |
|---|--|--------------------------------------|
| <u>Awning/Canopy</u> Home Office Commercial Office. Commercial & Mixed Use North Gateway Industrial/Airport/Airport Support | -- 20 100 200 20 | 15 feet |
| <u>Blade/Projecting</u> Other Districts North Gateway | 6 8 | 20 feet above grade |
| <u>Hanging</u> Home Office, Commercial Office, Residential, Mixed Use Districts Other Districts | 2 6 | |
| <u>Pedestrian</u> All Districts | 3 | 10 feet |
| <u>Wall Signs</u> Commercial Office GG, NMU, DMU NG, WG M1, I, A, AS | 20 Must comply with total sign area and number of permitted signs as specified above | 6 feet 20 feet 30 feet |
| <u>Window</u> All districts | May not exceed more than 25% of the window area and/or sign area as specified above | See Figure XX |



| Permitted Freestanding Sign Type | | Monument (1) | |
|---|--|---|-------------------------|
| Zoning District | Maximum Number | Size by district (Square feet) | Height (Feet) (2) |
| Home Office (HO) | Not permitted Except on the 500 and 600 blocks of Monterey Street | | N/A |
| Commercial Office (CO) <= 0.5 acre > 0.50 acre | 1 sign per parcel | 6 sq. ft./site 2.5 sq. ft./ tenant with a maximum of 20 sq. ft. | 8 |
| Commercial or Mixed Use district on sites up to 50 feet wide | 1 sign | 40 (all other districts) 50 (North Gateway) | 12 |
| Smaller commercial center with up to 100,000 sq. feet of gross floor or 10 acres | 1 sign; or | 50 (all other districts) 100 (North Gateway) | 15 |
| | 2 signs at centers with multiple street frontage or more than 250 feet of lineal street frontage | 32 (districts) | 8 |
| Mid size commercial center over 100,000 sq. ft. of gross floor area or 10-20 acres | 1 center identification and/or anchor tenant sign, and; | 32 Mixed Use districts 80 General Commercial 200 North Gateway | 15 20 20 |
| | 1 sign/street frontage and/or 1 sign per 300 feet of lineal street frontage with a Master Sign Program | 32 (all districts) | 8 |
| Large commercial enter 20+ acres | 1 center identification and/or anchor tenant sign, and | 32 Mixed Use districts 80 General Commercial 200 North Gateway | 25 (3) |
| | 1 sign/street frontage and/or 1 sign/ 300 feet of lineal street frontage with a Master Sign Program | 32 (all districts) | 10 |

TABLE 2 CONTINUED: FREE STANDING SIGN REQUIREMENTS BY ZONING DISTRICT

| Permitted Freestanding Sign Type | | Monument (1) | |
|---|---|--|-------------------------|
| Zoning District(4) | Maximum Number | Size by district (Square feet)(3) | Height (Feet) (2) |
| Industrial (I) , Industrial Business Park (IBP) Airport Support (AS), Airport (A) | One monument sign per site; or, | 50 square feet | 10 |
| | Two monument signs per site not exceeding 32 square feet with frontage on two public streets | 32 square feet | 8 |
| Public Facilities/ Institutional (PF/I) Open Space | One monument sign per public entrance | Sign must meet size requirement of the most restrictive adjoining zoning district except that next to a residential district the maximum size shall be 20 feet and the sign shall be non-illuminated. | 8 |
| Multi-family Housing 5- 30 units 30+ units | One non- illuminated sign | 6 square feet | 4 |
| | One non-illuminated sign | 18 square feet | 6 |

(1) Low scale monument type signs are required except that another type sign may be utilized in new development when the Planning Commission finds that as part of a Master Sign Plan that existing site factors (such as site orientation or location, building architecture, building and driveway locations, existing vegetation, surrounding development or other factors) warrant the use of the other sign type for visibility and/or aesthetic considerations.

(2) An exception to the height requirement may be allowed up to a maximum height of 45 feet where findings can be made that there is an obstruction to the visibility of the property due to grade, sound wall or similar barrier to visibility for motorists and pedestrians

(3) The General Commercial sign standards may be applied with the approval of a Master Sign Plan if a commercial use is approved in the Airport Support zoning district or a conditional use permit is approved for a commercial use in the an industrial zoning district. The sign(s) that exceed the standards in the industrial zoning district shall become nonconforming when the conditional uses cease and removed within 90 days.

(4) An exception to the height and size requirement may be allowed for a Gateway sign or a Creative sign with Planning Commission approval of a Master Sign Program. See section 0000 for Creative sign requirements.

TABLE 3 - SIGN REQUIREMENTS KIOSK AND A-FRAME SIGNS

| Number Permitted | Kiosk Sign: 1 per site A-Frame sign: 1 per business | | |
|--|--|---------------|---|
| Types of Permitted Signs Attached to a Building | Maximum Size (square feet) | Height | Additional Requirements |
| <u>Kiosk</u> | Subject to Site & Architectural Review if over 20 square feet | 8 feet | <p>No building permit required</p> <p>Location: On private property Setbacks: Five feet from driveways, walkways or other buildings or structures and sufficient separation between and building and sidewalk to maintain accessible access to all building entrances. Permits: Building Permit required and Administrative Permit to determine location is pedestrian oriented, does not impede natural surveillance and is consistent with the scale, design and building materials with the primary buildings at the site</p> |
| <u>Sandwich Board</u> | 12 | 3.5 feet | <p>Location: On private property but allowed on public property in Downtown Commercial Mixed Use district with an Encroachment permit. Permits: Encroachment permit if located in Downtown Commercial Mixed Use on public right-of-way</p> |

(1) Encroachment permit requires insurance in an amount acceptable to the City risk manager, a hold harmless agreement and approval of location for placement of portable sign to ensure an open, unobstructed pedestrian path, consistent with the accessibility standards required by the Americans with Disability Act between street furniture, utility facilities and similar structures in the public right-of-way.

Signs in Residential Districts

All signs within residential districts shall be complimentary to the building design, as determined by and subject to the approval of the Zoning Administrator. Only signs which are exempted in Section 37.24 or which meet the following standards will be permitted in any residential zoning district:

(a) One (1) freestanding house number-apartment building identification sign or one (1) wall sign, located flat against a wall and not projecting above the cornice or roof line of a structure located on the premises, shall be permitted for each multi-family complex or mobile home park containing between five (5) and thirty (30) units. Such signing, if freestanding, shall not exceed six (6) square feet in area, shall not be illuminated nor rotating, shall not exceed four (4) feet in height, and shall be set back at least ten (10) feet from the front property line. Such signing, if located flat against a wall, shall not exceed twelve (12) square feet in area, and shall not be illuminated.

(b) One (1) freestanding house number-apartment building identification sign or one (1) wall sign, located flat against a wall and not projecting above the cornice or roof line of a structure located on the premises, shall be permitted for each street frontage of each multi-family complex or mobile home park containing thirty (30) or more units. Such signing, if freestanding, shall not exceed eighteen (18) square feet in area, shall not be illuminated nor rotating, shall not exceed six (6) feet in height, and shall be set back at least ten (10) feet from the front property line. Such signing, if located flat against a wall, shall not exceed twenty-four (24) square feet in area, and shall not be illuminated.

(c) Residential subdivision signs, advertising a tract having five (5) or more units for sale, may locate one (1) freestanding or wall on-site sign, up to thirty-two (32) square feet in area plus locate up to three (3) off-site directional signs, located on private property within Hollister, up to thirty-two (32) square feet each. Such signs shall be non-illuminated, with a maximum height of eight (8) feet. Such signs shall be removed immediately after completion of sales or after one (1) year, whichever occurs first, unless granted an extension by the Planning Director.

(d) Bed and breakfast establishments shall be allowed one (1) sign, as described in *Section 37.24 (a)*. Such signs shall match the architectural features of the structure. The words "hotel" or "motel" shall not be allowed.

(e) Churches and commercial uses allowed in residential districts according to *Section 11.13* shall be allowed non-illuminated signs not to exceed thirty-two (32) square feet of sign area. Churches will be allowed an additional thirty-two (32) square feet for "bulletin" board signage.

General Design Principals

Sign design and sign types shall be designed in a manner that will complement a building's character and use.

Signs should be proportionate to the size and setback of the building(s) and size of the site. The size of signs should also be compatible with other signs and land uses in the surrounding area.

Signs in mixed use districts and within commercial retail centers should be oriented in scale and location to pedestrians on sidewalks. Examples of preferred sign types include projecting blade signs, character, pedestrian signs, awning and canopy signs, and window signs.

Graphic, symbols and logos that communicate the nature of the business should be used to add interest and character to signs and place.

Colors should be complementary to the architectural features of the building façade.

All electrical transformer boxes, conduits and raceways should be concealed from the public view.

Signs in the North Gateway, West Gateway and Downtown Commercial and Mixed Use Districts shall comply with adopted strategic plans and/or design guidelines for signs.

Regulations and Design Standards

Mixed use zones

In any zone where both residential and non residential uses are allowed, the sign-related rights and responsibilities applicable to any particular parcel or use shall be determined as follows: residential uses shall be treated as if they were located in a zone where a use of that type would be allowed as a matter of right, and nonresidential uses shall be treated as if they were located in a zone where that particular use would be allowed, either as a matter of right or subject to a conditional use permit or similar discretionary process.

Property owner's consent

No sign may be displayed without the consent of the legal owner(s) of the property on which the sign is mounted or displayed. For purposes of this policy, "owner" means the holder of the legal title to the property and all parties and persons holding a present right to possession, control or use of the property.

Billboard policy

The City completely prohibits the construction, erection or use of any billboards, other than those which legally exist in the City, or for which a valid permit has been issued and has not expired, as of the date on which this provision is first adopted. No permit shall be issued for any billboard which violates this policy, and the City will take immediate enforcement or abatement action against any billboard constructed or maintained in violation of this policy. In adopting this provision, the City Council affirmatively declares that it would have adopted this billboard policy even if it were the only provision in this Chapter. The City Council intends for this billboard policy to be severable and separately enforceable even if other provision(s) of this Chapter may be declared, by a court of competent jurisdiction, to be unconstitutional, invalid or unenforceable. This

provision does not prohibit agreements to relocate presently existing, legal billboards, as encouraged by Business and Professions Code section 5412.

Lighting

Escape of light to the atmosphere from illuminated signs shall be minimized. The use of upward directed sign lighting is prohibited. External illumination for signs shall be fully shielded in such a manner that all light emitted by the fixture, either directly from the lamp or indirectly from the fixture, is projected below the horizontal plan as determined by photometric test or certified by the manufacturer.

Outdoor internally illuminated signs shall be constructed either with an opaque background and translucent letters and symbols or with a colored (not white, cream, off-white or yellow) back ground and lighter letters and symbols. Signs should be turned off at 11:00 p.m. or when the business closes, whichever is later.

Measurement of sign area and height.

For the purposes of determining compliance with this division, the area and height of signs shall be measured as provided below.

(a) **Sign Area.** The area of a sign shall be computed as follows:

(1) Wall, Awning, Marquee, Canopy, and Window Signs. Sign area shall be computed by measuring the square or rectangle that will encompass the extreme limits of the writing, graphic representation, emblem or other display, together with any material or color forming an integral part of the background of the message or display or otherwise used to differentiate the sign from the backdrop or structure against which it is placed including any supporting framework. When signs are composed of individual elements, the area of all sign elements, which together convey a single complete message, shall be considered a single sign. When a sign face has an irregular shape or form, measure the area by encircling the face in a rectangle from which the area of the sign face can be calculated. (see **Figure 00-00.00**)

(2) Freestanding Signs. Sign area shall be computed by measuring the entire area contained within the frame or cabinet but excluding the monument base if it contains no advertising and is clearly distinguishable from the sign copy area through the use of different texture, color, and design. (see **Figure 00.00-00**).

(3) Pole Signs. Sign area shall be computed as the entire area of the surface(s) upon which the sign message is placed including the supporting column(s) if decorated or displayed with advertising.

(4) Two-sided Signs. The sign area for a two-sided sign shall be computed by calculating the area on one sign face.

(5) Flags, Banners, Pennants, etc.. Sign area shall be computed as the surface area of both sides of the flag or pennant. For banners, the side(s) containing sign copy shall be counted as sign area.

(b) **Sign Height.** Sign height shall be measured as the greatest vertical distance from the finished grade adjacent to the sign footing or wall or below a suspended sign, to the top of the sign, including the support structure and any design elements (see **Figure 00.00-00**).

Sign Design Standards

(a) **Purpose.** The following design standards are intended to assist the designer in understanding the City's requirements for sign design. These standards complement the sign regulations contained in this Chapter by providing good examples of potential design solutions and by providing design interpretations of various regulations. The design standards are general and may be interpreted with some flexibility in their application to specific projects. The standards will be used with other regulations to ensure the highest level of design quality while at the same time providing the flexibility necessary to encourage creativity on the part of project designers.

(b) **General Design Principles.**

(1) Sign colors, design and materials shall be compatible and complementary with the architectural theme or design of the principal building(s) at the site.

(2) The use of graphics consistent with the nature of the product to be advertised is encouraged, i.e. hammer symbol for a hardware store, mortar and pestle for a drug store.

(3) Signs should be placed to indicate the location of access to a business. Signs shall be placed at or near the entrance to a building or site to indicate the most direct access to the business.

(4) Signs with strange shapes should be avoided. Signs that are unnecessarily narrow or oddly shaped can restrict the legibility of the message. If an unusual shape is not symbolic, it is probably confusing.

(5) Signs should be made smaller if they are oriented to pedestrians. The pedestrian-oriented sign is usually read from a distance of fifteen feet (15') to twenty feet (20'); the vehicle-oriented sign is viewed from a much greater distance. The closer a sign's viewing distance, the smaller that sign needs to be.

(6) Where there is more than one (1) sign, all signs shall be complementary to each other in the following ways:

- (A) Type of construction materials (sign copy, supports, etc.);
- (B) Letter size and style of copy;
- (C) Method used for supporting or attaching sign (wall or ground base);
- (D) Configuration and shape of sign area and related components; and
- (E) Height, location and spacing of signs on a building or site shall be generally consistent.

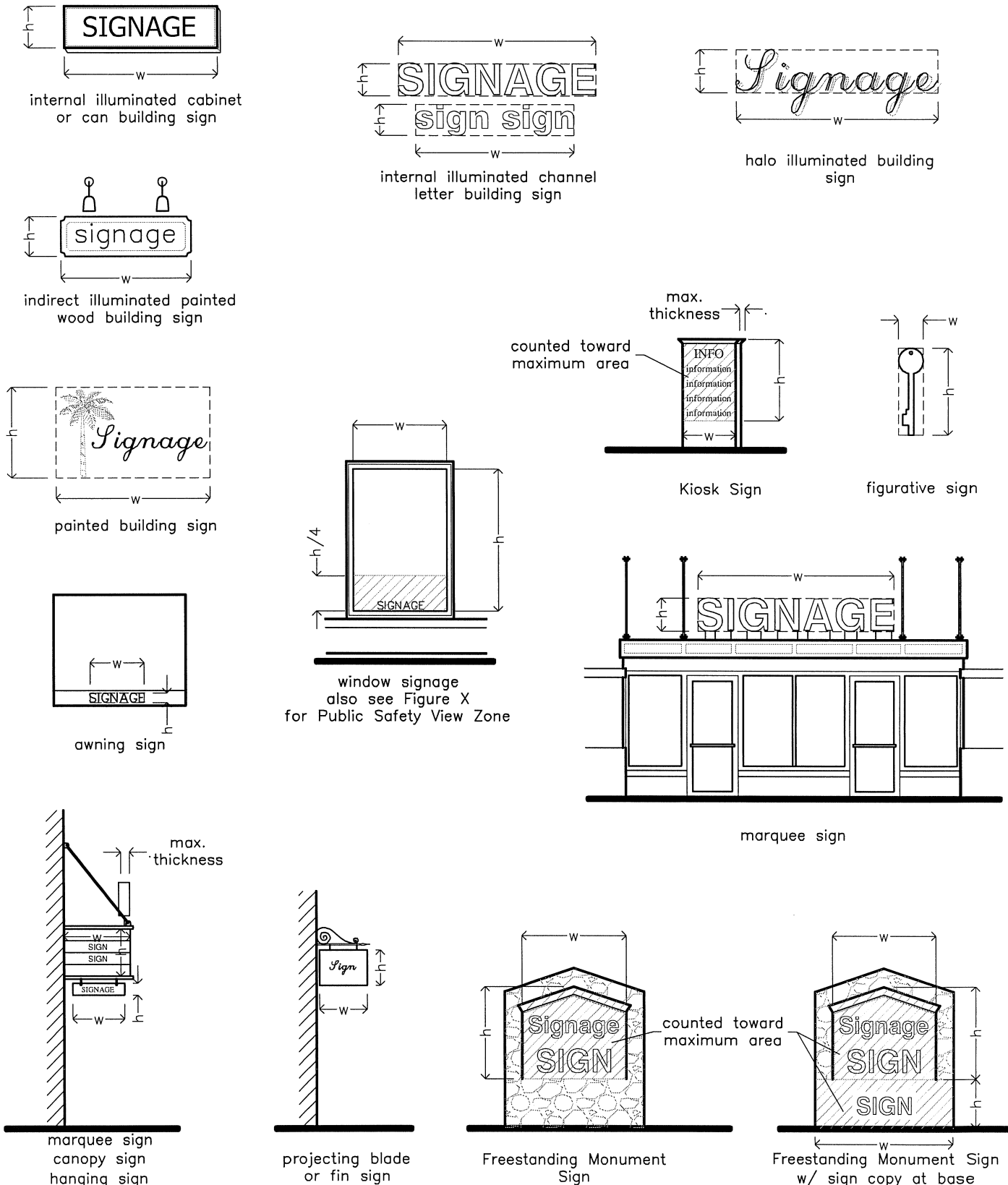
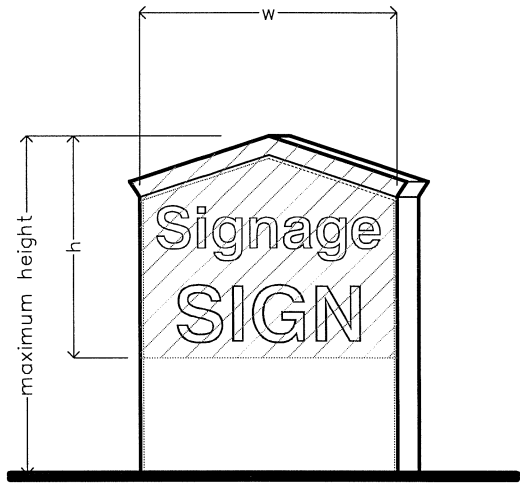
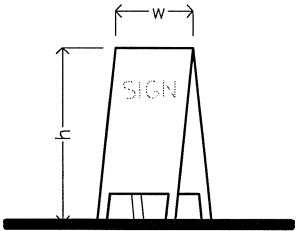


FIGURE ____

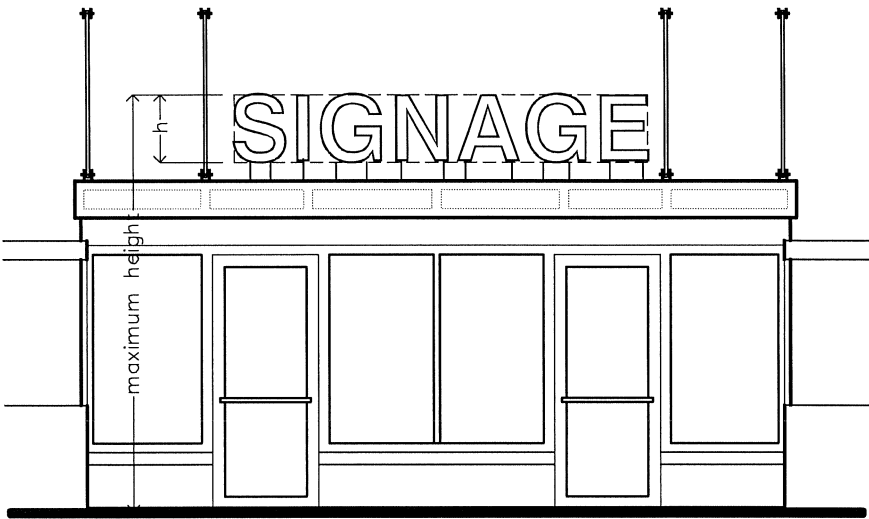
HOW TO MEASURE A SIGN AREA



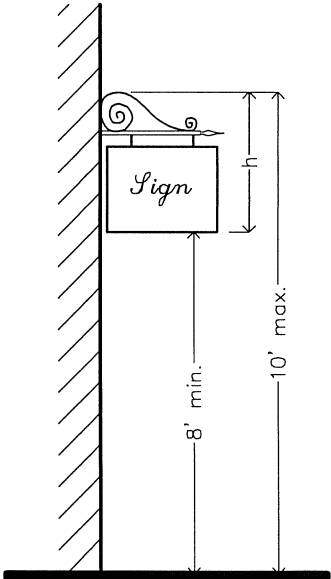
Freestanding
Monument Sign



A-frame or
portable sign



marquee sign



projecting blade
or fin sign

FIGURE ____
HOW TO MEASURE A SIGN HEIGHT

(c) **Regulations for Building Signs.**

(1) General Regulations –

(A) Building signs shall not project above an apparent eave or parapet, including the eave of a mansard roof, except that with approval of a Master Sign Plan, a building sign may be located on an architectural building feature such as a clock tower or similar feature if the City Planner determines the location and design of such signs to be compatible with and complementary to the architectural design of the building.

(B) Building signs for tenants located within shop buildings shall be placed on that portion of the building where the establishment being advertised is located and which provides the primary pedestrian (public) access to the establishment unless otherwise authorized by a Master Sign Plan.

(C) Building signs shall only be located on the occupancy frontages of a building otherwise authorized by a Master Sign Plan.

(D) A building permit is required for all building sign types with the exception of non-illuminated window signs.

(E) An encroachment permit is required for any building sign that projects into a public right-of-way such as a projecting, hanging, blade, pedestrian, figurative, marquee, canopy or awning sign.

(2) Wall Signs Regulations -

(A) Wall signs shall not project more than twelve inches from the face of the building on which such signs are placed, except that wall signs, any portion of which is less than eight feet above grade, shall not project more than six inches from the face of the building.

(B) Wall signs shall not occupy more than seventy-five percent of the height or length of a building fascia.

(C) Channel lettering shall be required for wall signs unless an exception is approved as part of a master sign program.

(d) **Wall Signs - Standards**

(1) Wall signs shall be compatible with the predominant visual architectural elements of the building façade.

(2) Wall signs should be placed to establish façade rhythm, scale and proportion where such elements are weak. In many existing buildings that have a monolithic or plain façade, signs can establish or continue appropriate design rhythm, scale and proportion.

(3) Wall sign raceways shall be painted to match the exterior color of the building where the sign is located.

(4) Wall signs shall be sized appropriately and in proportion to the scale of the building or fascia.

(5) Direct and indirect lighting methods are allowed provided that they are not harsh or unnecessarily bright and are not directed upward without shield.

(6) The use of individually cut or channel letter signs are required signs in new development unless an exception is approved with a master sign program.

(3) Projecting/Blade/Pedestrian/Hanging Sign Regulations

(A) The maximum size of projecting/blade signs shall be two square feet per sign face in the HO, CO and Residential districts, eight square feet per sign face in the Public Facility/Institutional, Airport, Open Space, industrial and Airport Support districts and 16 square feet in the commercial districts.

(B) The maximum size of a pedestrian sign shall be three square feet. The signs shall be placed to be visible to pedestrian circulation on adjacent walkways.

(C) In the Mixed Use Zoning Districts, a pedestrian sign may be permitted for each business as follows:

- (1) Consisting of only a symbol relating to the activity on the premises.
- (2) Projecting no more than three feet (3') beyond the building façade if a building faces a public street.
- (3) Not internally illuminated.

(D) The maximum size of a hanging sign shall be two square feet (2 sq. ft.) per sign face in an HO, CO, R, NMV, WG, DCMU district and six square feet (6 sq. ft.) per sign face in all other zoning districts. A hanging sign shall be perpendicular to the building.

(1) A minimum distance of fifteen feet (15') shall be provided between hanging signs.

(2) A hanging sign shall only be used at ground-floor locations except for upper floor businesses with covered porches, covered entries or covered balconies.

(3) A hanging sign shall not be internally illuminated.

(C) No portion of a projecting/blade/pedestrian/hanging sign shall be less than eight feet above the surface (fourteen feet above a roadway surface) over which it projects or project more than five feet into a public right-of-way. No projecting/blade sign shall project closer than two feet to a curb. An encroachment permit is required for any projecting/blade sign (or a portion thereof) located within the public right-of-way (see **Figure 00.00-00**).

(D) No projecting/blade/pedestrian /hanging sign shall project into an alley or truck service driveway more than two feet.

(E) Projecting/blade/pedestrian/ hanging sign shall be set back at least five feet from an interior property line.

(F) No portion of a projecting/blade/pedestrian hanging sign shall project above an apparent eave or parapet, including the eave of a simulated mansard roof.

(E) No portion of a projecting/blade/pedestrian hanging sign shall exceed twenty feet in height measured from finished grade.

(F) A fabric banner of two dimensions that is suspended perpendicular to a wall from a pole may be displayed in lieu of a projecting/blade sign, provided that a banner shall not be less than six square feet or more than forty square feet in size.

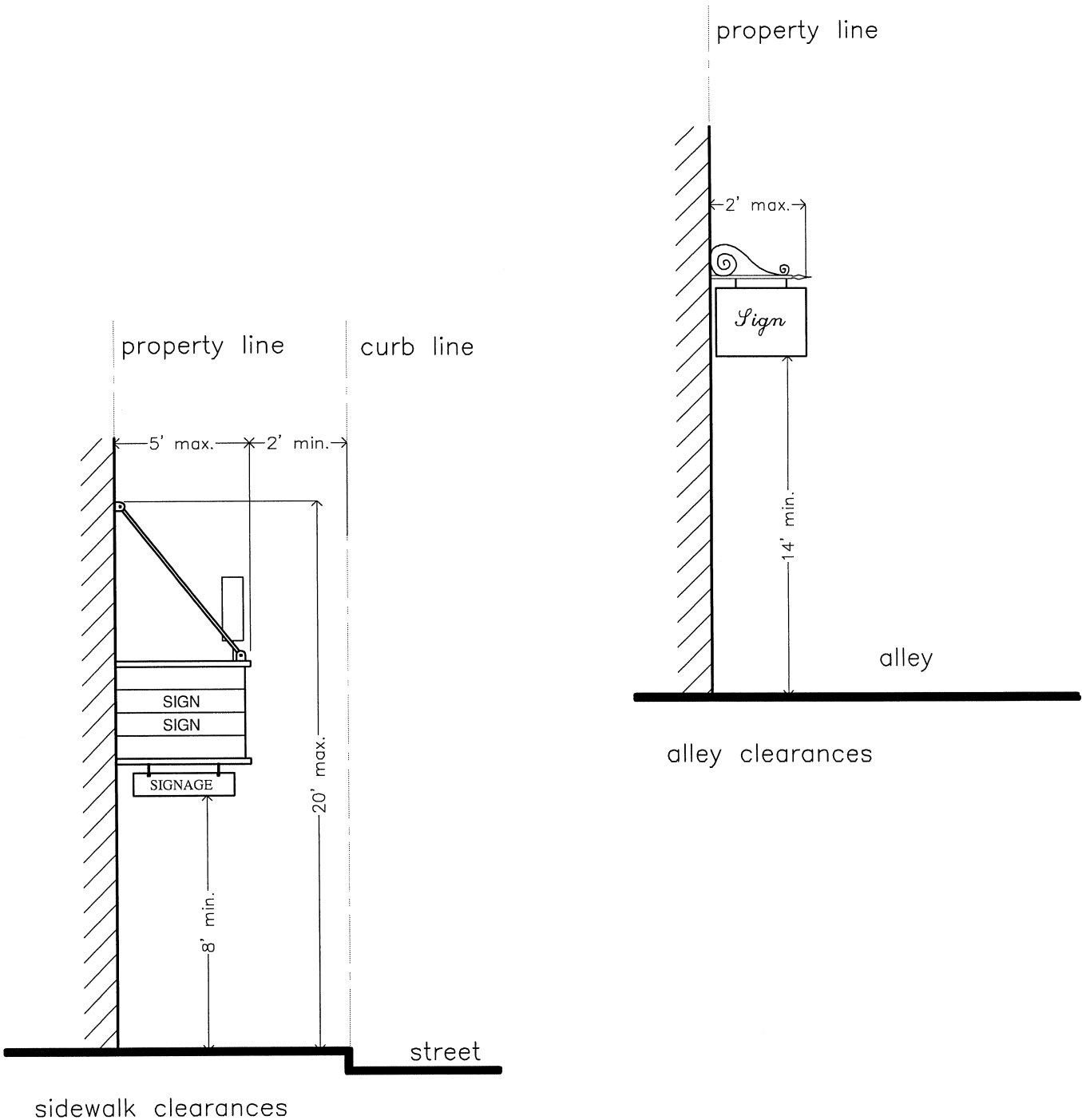


FIGURE ____
PROJECTING SIGN & AWNING CLEARANCE

(e) **Awning and Canopy Sign - Regulations.**

(1) Sign area/copy shall be proportional to and complementary with the style and scale of the awning canopy.

(A) Sign area shall not occupy more than sixty percent (60%) of the length or height of any portion of an awning or canopy. The limitation on sign area shall apply to each portion of the valance of an awning or canopy (including the shed, ends, and flap).

(B) Awning or canopy signs with backlit graphics or that are otherwise internally illuminated are not permitted. Lighting directed downward that does not illuminate an awning or canopy may be allowed if the lighting is complementary to and compatible with the architectural design of the building.

(C) Awnings or canopies shall not project above an apparent eave or parapet including the eave of a mansard roof.

(D) No portion of an awning or canopy shall be less than eight feet (8') above the surface (fourteen feet (14') above a roadway surface) over which it projects or project more than five feet (5') into a public right-of-way. An encroachment permit is required for any awning or canopy (or a portion thereof) located or projecting within the public right-of-way, **Figure 00.00-00: Awning:**

(E) Awnings or canopies must be permanently attached to the building.

(F) Awnings or canopies without sign area, or message copy, are not subject to this Chapter.

(f) **Awning and Canopy Signs – Standards**

(1) Sign area/copy shall be proportional to and complementary with the style and scale of the awning canopy.

(2) Awnings/canopies used in conjunction with awning/canopy signs shall not be located so as to obscure transom windows, piers, pilasters and other architectural building features and shall generally be designed to project over individual doors and window openings where feasible. Awnings/canopies that are a continuous feature extending over several windows, door and similar architectural features are generally discouraged.

(3) The size of the awning/canopy shall be proportional in scale with the building to which it is attached.

(4) The style of the awning/canopy shall complement the architectural style of the building to which it is attached. Awnings should generally have a simple horizontal valance if located over rectangular or square window/door openings.

(5) An awning with a single solid color is preferred. The color of the awning/canopy shall be compatible with and complement the exterior color(s) of the building. Awning/canopy colors that call more attention to the awning than the building are inappropriate. Awnings/canopies with highly contrasting corporate/franchise identity colors are not allowed.

(6) Awnings/canopies shall be regularly cleaned and kept free of visible defects and wear.

(g) Freestanding Signs - Regulations

(1) Decorative architectural features such as cornices and pediments may exceed both the maximum sign area specified for a monument sign by twenty-five percent (25%) and the maximum height by two feet (2').

(2) A freestanding sign shall be at least ten feet from the nearest curb and be placed within a landscaped area may be allowed where topography, buildings and parking requirements encroach on the setback area, a reduced setback of five feet.

(3) A freestanding sign shall not extend over a public right-of-way and shall not be located on the same street frontage as a projecting/blade sign extending over a public right-of-way. The supports for any freestanding sign shall be located entirely in or upon private property.

(4) A freestanding sign shall not be closer to an interior property line than one-half (0.5) its height.

(5) A freestanding sign shall not be closer than one hundred (100') to another freestanding sign or projecting/blade sign on the same site .

(6) A freestanding sign shall have a maximum of two (2) sides.

(7) A building permit is required for a freestanding sign.

(8) Freestanding Signs – Information Contained.

A number of tenant names on a multi-tenant ground sign is limited to five. For multi-tenant signs in a commercial district only, each tenant name shall not be less than six inches in height with a minimum of four-inch space between tenant names. A shopping center or other multi-tenant commercial development with a center name shall emphasize the name on the sign.

(8) Street address numbers or the range of numbers for businesses shall be clearly displayed on the freestanding sign for easy visibility by passing motorists. If no freestanding sign exists the street address number or range shall be clearly displayed on the building. Street address numbers shall be a minimum of five inches.

(g) Freestanding Signs - Standards

(1) Freestanding signs are intended to provide street addresses, and identification for the freestanding building or commercial center development as a whole.

(2) All tenant freestanding signs on a site shall be generally uniform in size, height, type, and color and shall be compatible with the architectural design or theme of the principal building(s) at the site.

(3) Freestanding signs should be placed perpendicular to approaching vehicular traffic only.

(4) Low scale monument type signs are required except that another type sign may be utilized in new development when the Planning Commission finds that as part of a Master Sign Plan that existing site factors (such as site orientation or location, building architecture, building and driveway locations, existing vegetation, surrounding development or other factors) warrant the use of the other sign type for visibility and/or aesthetic considerations.

(5) Each freestanding sign shall be located within a planted landscaped area, which is of a shape and design that will provide a compatible setting and ground definition to the sign. Raised planters are encouraged.

(A) A freestanding signs shall have a maximum of two (2) sides.

(B) The number and dimensions of freestanding monument signs shall conform to the standards in Table 2.

(C) Freestanding signs shall be setback five feet from driveways, walkways and other buildings except in the Downtown Commercial Mixed Use zoning district.

(D) Where there is more than one freestanding sign located in a commercial shopping center, all such signs shall be designed to be related to each within similar construction materials, letter style of sign copy, illumination and shape of the sign.

(E) The dimensions of the sign surface area shall be proportional to and visually balanced with the height of the sign unless the design is an integral component of an icon sign.

Automobile Dealerships (New Car Sales)

The following additional regulations shall apply to automobile dealerships that deal in new car sales in which the business is located.

An additional freestanding sign may be permitted for each used car business, each new franchise dealership, and each secondary business associated with the main franchise to a maximum of four (4) total, in addition to the main dealership sign, when all of the following conditions can be met:

(1) The secondary businesses and/or franchises will have a separate and distinct display lot and/or showroom and/or office and/or display area.

(2) Each proposed sign shall:

a. Not exceed fifteen (15) feet in height for any franchise dealership or used car business, or be monument style with a maximum height of seven (7) feet for any secondary business associated with the main franchise.

b. Not be located closer than one hundred (100) feet from other freestanding signs on the same side of the street.

c. Be limited to a maximum area of fifty (50) square feet.

d. Be designed in a manner consistent with materials and features used for the main dealership sign.

Creative Signs.

A. **Purpose.** This section establishes standards and procedures for the design, review and approval of Creative Signs. The purpose of this creative sign program are to:

1. Encourage signs of unique design, and that exhibit a high degree of thoughtfulness, imagination, inventiveness and spirit and sense of place

2. Provide a process for the application of sign regulations in ways that will allow creatively designed signs that make a positive visual contribution to the overall image of the City.

B. **Applicability.** An applicant may request approval of a Master Sign Program under the Creative Sign Program to authorize on-site signs that employ standards that differ from the other provisions of this Chapter but comply with the provisions of this Section.

C. **Approval authority.** A Master Sign Program application for a Creative Sign shall be subject to approval by the Planning Commission.

D. **Application requirements.** A Sign Permit application for a Creative Sign shall include all information and materials required by the Department, and the filing fee set by the City's fee resolution.

E. **Design criteria.** In approving an application for a Creative Sign, the Planning Commission shall ensure that a proposed sign meets the following design criteria:

1. **Design quality.** The sign shall:

a. Constitute a substantial aesthetic improvement to the site and shall have a positive visual impact on the surrounding area

b. Be of unique design, and exhibit a high degree of thoughtfulness, imagination, inventiveness, and spirit; and

c. Provide strong graphic character through the imaginative use of graphics, color, texture, quality materials, scale and proportion.

2. **Contextual criteria.** The sign shall contain at least one of the following elements:

a. Creative image reflecting current or historic character of the City;

b. Symbols or imagery relating to the use of the property;

c. Inventive representation of the use, name or logo of the structure or business.

3. **Architectural criteria.** The sign shall:

a. Utilize and/or enhance the architectural elements of the building; and

b. Be placed in a logical location in relation to the overall composition of the building's façade surrounding uses and not cover any key architectural features/details of the façade.

Winery Directional Signs

In addition to any signs allowed by this chapter, where allowed by state law adjacent to roads leading to a winery and/or tasting room, for the purpose of directing patrons to the site, winery directional signs are subject to the following conditions:

1. **Maximum Area and Height.** A winery directional sign shall not exceed a maximum area of four and one-half square feet if located in a CALTRANS right-of-way and five square feet if located on private property with a maximum height of ten feet above the elevation of the adjoining roadway.

2. Written Permission. Written consent of the owner or other lawful resident of the property on which the winery directional sign is to be placed shall be provided in conjunction with the sign permit application.
3. Design. All winery directional signs shall be of a uniform design, consistent with California Department of Transportation (CALTRANS) standards for tourism oriented signs.
4. Sign copy shall consist only of directional information, but shall contain the name of individual wineries and winery logo, if space permits.
5. Additional Permits. Necessary permits shall be obtained from CALTRANS where applicable, prior to installation of winery directional signs.

Illuminated Signs

1. Signs in all but the home office and residential districts shall be indirectly and continuously illuminated.
2. Signs shall not have exposed fluorescent tubes or incandescent bulbs, unless such signs are approved as part of a Master Plan or a Site Plan Review for a cinema or theater.
3. Signs visible from and within one hundred feet (100') of a residential or mixed use district shall not be illuminated between ten (10:00) p.m. and seven (7:00) a.m. unless approved as part of a Master Sign Plan. In order to approve the Master Sign Plan, the City Planner shall determine that the proposed sign:
 - a. Identifies a business or use that is open for business during those hours; and
 - b. Has been oriented, sited or otherwise designed to minimize glare or lighting impacts on the adjacent residential or mixed use district.

Off-Site Sign Regulations

(a) Off-Site Subdivision Directional Signs – One (1) off-site unlighted temporary directional sign shall only be allowed on vacant, undeveloped property, subject to approval of a temporary use land permit. Such signage shall not exceed sixty four square feet (64 sq. ft.) in area of each ten (10) acres in a subdivision, up to a maximum of one hundred twenty-eight square (128 sq. ft.). Directional signs for subdivisions with a combined total area less than ten (10) acres shall not exceed sixty-four square feet (64 sq. ft.). The maximum height of an off-site directional sign shall be eight (8'). Off-site directional signs may contain, in addition to travel directions to the subdivision, the name of the land development project to which it pertains, including a characteristic trademark or other identifying insignia. Such signs shall be located at least seven hundred feet (700') from any other such sign. The Temporary Use of Land Permit shall expire seven (7) days after the sale of the last residential dwelling unit in the advertised subdivision. The applicant shall remove the off-site subdivision direction sign from the property within seven (7) days of the sale of last residential dwelling unit in the advertised subdivision. The applicant of any off-site subdivision directional signage shall post a bond to ensure removal of the sign. The City Planner may impose any additional conditions that it deems necessary to make the sign, to the extent feasible, compatible to the development in the vicinity. Such conditions shall include but not be limited to the requirement for a signed statement by the applicant, owner of the signs and the owner or

lessee of the property on which the signs are to be placed, agreeing that if such signs are not removed within seven (7) days after expiration of permit, they may be removed by the City without further notice.

(b) **Off-Site Temporary Open House Real Estate Signs** – See Section 00.00-00. Exempt Signs.

(c) **Other Off-Site Advertising Signs** – Except for temporary off-site subdivision directional signs and specified exempt signs, off-site advertising signs are not permitted within the City. Existing off-site advertising signs shall be considered nonconforming. Nonconforming off-site advertising signs may only be reconstructed or relocated pursuant to the following:

(1) In accordance with a relocation agreement between the City and the sign owner, consistent with Section 5412 of the California Business and Professional Code:

If the sign area (including the sign structure) does not exceed a maximum dimension of twelve feet (12') by twenty-five feet (25') per sign face and twenty-two feet (22') in height above existing or street grade, whichever is higher. Both sides of off-site advertising signs may be used for purposes of advertising.